



January 2, 2014

The following is a report on Public Affairs Programming for the Fourth Quarter of 2013 during which time the top issues of community interest and concern in St. Petersburg, Florida and the surrounding area were found to be:

Economy  
Education  
Community Relations  
Health  
Public Safety

In order to meet these issues, WPOI-FM airs two public affairs programs on Sunday mornings as well as weekday news updates.

"Spectrum" airs Sunday mornings at 6:00 a.m. "Sunday Morning" airs Sunday mornings at 6:30 a.m.

WPOI-FM also helps meet community issues through daily programming. As traffic and transportation are often major issues for residents of Tampa Bay, WPOI-FM airs traffic reports four times hourly on weekdays from 6:00 to 9:00 a.m. and 4:00 to 6:00 p.m.

WPOI-FM also runs a heavy schedule of :60 second Public Service Announcements produced by the Florida Association of Broadcasters throughout all hours of the day.

Respectfully submitted,

Tim Clarke  
Program Director

TC/mlm

### **Economy**

Sunday, October 20, 2013 – Sunday Morning 6:30 a.m.

15:00

Host: Mimi Lawson. Guest: Frank Hibbart, former Mayor of Clearwater and Clearwater Marine Aquarium spearhead.

Ms. Lawson discussed with Mr. Hibbart the upcoming election in which Clearwater voters are being asked to approve a new site for the Clearwater Marine Aquarium. Mr. Hibbart discussed the economics of the new Aquarium site and the benefits to local businesses as well as the development of new jobs in the area.

Sunday, October 27, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Jessica Pierre, student, Springfield College, Seffner.

Mr. Greene discussed with Ms. Pierre her journey of being a single teen mom and how, through sheer determination and focus, she has become gainfully employed and is set to graduate from college.

Sunday, November 17, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Lee Bell, Career Fit, Tampa.

Mr. Greene discussed with Ms. Bell tips on how to dress for an interview, crafting a resume that stands out, following up with employers, and researching the company to which you are applying to help move up the career ladder.

Sunday, December 1, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Robert Baylies, Career Consultant, St. Petersburg.

Mr. Greene discussed with Mr. Baylies how to prepare for job interviews, how to research the hidden job market, the importance of crafting a resume per job, mailing hand-written thank you notes, creating business cards to showcase skill sets, and creating a profile in Linked-in.

Sunday, December 15, 2013 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guest: Eleanor Blayney, CFP, Consumer Advocate, National Networks.

Ms. Lawson discussed with Ms. Blayney the holidays and the amount people are planning to spend on gifts this year. She explained that this spending can affect the family's bottom line for the entire fiscal year. Ms. Blayney discussed what influences the decision of consumers on how much they spend and how consumers are planning to pay for their gifts. Savings, credit cards, and loans are the most popular options. Ms. Blayney outlined the spending habits of consumers this year compared to that of last year's holiday season.

### Sunday, December 22, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: J. Rivera-Acosta, Veteran Career Manager, Tampa Bay Workforce Alliance, Tampa.

Mr. Greene discussed with Ms. Rivera-Acosta the services available to military veterans, many of whom are transitioning back into civilian life after having served in Afghanistan. They provide help and assistance to re-engage our veterans back into the community and the workforce.

### Sunday, December 29, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Larry Newsome, Manager, Sylvia's Restaurant, St. Petersburg.

Mr. Greene discussed with Mr. Newsome a non-profit entity that has created 70 jobs for low-income residents in the community. Mr. Newsome explained that the business is located in the historic area near Job Corps and Tropicana Field.

## **Education**

### Sunday, October 6, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Blanche Turner, Alpha Kappa Alpha Sorority, Tampa.

Mr. Greene discussed with Ms. Turner an upcoming program designed to challenge and inform high school students regarding the prerequisites for both traditional and non-traditional careers.

### Sunday, October 20, 2013 – Sunday Morning 6:30 a.m.

15:00

Host: Mimi Lawson. Guests: Margaret Davis, Chief Executive Officer of the Marine Corporation Scholarship Foundation; and Sargent Major Patrick Wilkerson, wounded veteran and military parent.

Ms. Lawson discussed with Ms. Davis and Sargent Major Wilkerson the scholarship opportunities now being offered to children and families of veterans and how the local military presence at Central Command and MacDill is helping to get contributions for this grant program. Ms. Davis and Sargent Major Wilkerson explained that Marine Corps families face many challenges, both during and after a family member's deployment, and the scholarship program will help grant these families the ability to attend college worry free.

### Sunday, November 10, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Cassandra Frierson, Compass Education Program, West Tampa.

Mr. Greene discussed with Ms. Frierson the after-school tutorial program that assists

both students who want to succeed in school and those who have potential. Ms. Frierson also explained that the program focuses on educating parents about what it takes to support their child for the long term - school year after school year.

### Sunday, November 24, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Quincy Bell, Saved by the Bell, Brandon.

Mr. Greene discussed with Ms. Bell how she shares her forty years of experience with the school district to prepare prospective teachers for what is needed to succeed in a career in education. Ms. Bell discussed her tips for maintaining a strict code of ethics and being a strong example to students and other faculty members.

### Sunday, December 8, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Ralph Smith, Computer Mentors, Tampa.

Mr. Greene discussed with Mr. Smith how students from across the county can learn how to create programs on the computer and how this non-profit program is helping former juvenile offenders to become A+ certified and pursue careers in Information Technology.

### Sunday, December 15, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Dr. Sylvia M. Carley, Founder of Black, Brown, and College Bound, Temple Terrace.

Mr. Greene discussed with Dr. Carley the mentoring program that encourages African-American and Hispanic males to get on the college-prep track.

## **Community Relations**

### Sunday, October 20, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Gwen Harmon, Metropolitan Ministries, Tampa.

Mr. Greene discussed with Ms. Harmon how Metropolitan Ministries is creating a “wish list” of items needed to make the holidays meaningful for those who are unemployed, underemployed, homeless, indigent, and otherwise destitute during this time.

### Sunday, October 27, 2013 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guest: Renee Glover, Board of Directors Member, Habitat for Humanity.

Ms. Lawson discussed with Ms. Glover how Habitat for Humanity has reached a significant milestone by building its 800,000th home. This latest achievement brings the number of people helped through better housing solutions to four million since the organization was founded in 1976. Ms. Glover discussed how Habitat for Humanity has

built, renovated, and repaired 124,946 homes in 2013, marking the first time that Habitat has served more than 100,000 families in a single year and significantly surpassing the previous record in 2012 of 94,618 families served. In closing, Ms. Glover discussed the efforts in the community to raise the standard of living for families and explained the process these families go through to obtain a home through HFH.

### Sunday, November 3, 2013 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guests: Peter Stark, Artistic Director of the Straz Center and the Next Generation Ballet; and David Turnell, a Nutcracker dancer.

Ms. Lawson discussed with Mr. Stark and Mr. Turnell the Next Generation Ballet Company's commitment to prepare dancers for professional employment through instruction, coaching, and performance opportunities. The Next Generation Ballet is committed to the artistic, personal, and professional development of outstanding young dancers. Mr. Turnell discussed his upcoming performance of the Nutcracker and how dancing has helped him overcome some of the challenges he faces because he has Autism. Mr. Turnell outlined some of the ways he practices each day through dancing and in school that reduce the effects of Autism.

### Sunday, November 17, 2013 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guests: Patty O'Leary, Chief Operating Officer of The Children's Cancer Center; and Alan Mock, Marketing Director of The Children's Cancer Center.

Ms. Lawson discussed with Ms. O'Leary and Mr. Mock the upcoming event for The Children's Cancer Center called "Wine, Women, and Shoes". The Center has been in the Tampa Bay area for almost 25 years and continues to help children and their families deal with the everyday problems surrounding cancer treatment. The CCC provides services to all hospitals in the area and focuses on the emotional needs of patients and helps the entire family deal with the challenges of getting to appointments as well as the needs of the other siblings and the parents. Ms. O'Leary explained that the activities the CCC provides can take away some of the "seriousness" of the treatments by connecting kids with other children who have similar diseases.

## **Health**

### Sunday, October 6, 2013 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guests: Andrea Adair, breast cancer survivor; Ann Elmaker, Media Specialist for the National Breast Cancer Foundation; and Denise Smith, Head of the Breast Care Center at Florida Hospital, Tampa.

Ms. Lawson discussed with Ms. Adair, Ms. Elmaker, and Ms. Smith the history of Breast Cancer Awareness Month and the events that will surround the upcoming month. Ms. Adair, Ms. Elmaker, and Ms. Smith explained that the National Breast Cancer Foundation has won a designation award for the last eight years for their transparency

with contributions. They also discussed the new advances in treatment for breast cancer and the diagnostic tools now available to patients. In closing, Ms. Adair, Ms. Elmaker, and Ms. Smith discussed the new health care laws and how these new laws may aid in the early detection of breast cancer.

### Sunday, November 10, 2013 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guests: Jeff Levi and Rich Hamberg from The Trust for America's Health.

Ms. Lawson discussed with Mr. Levi and Mr. Hamberg this year's flu season and how to prepare. A recent CDC report ranks states on a series of key indicators and finds major gaps in the country's ability to prevent, control, and treat outbreaks of infectious diseases including Superbugs, Salmonella, and Influenza. The report finds that states' ability to prevent and control such infectious disease outbreaks are hampered by outdated systems and limited resources. Mr. Levi and Mr. Hamberg explained that states are scored on ten key indicators of policies and capabilities to protect against infection disease threats. They discussed how Florida ranks in this study and discussed which infectious diseases pose major risks to our state's health. In closing, Mr. Levi and Mr. Hamberg provided recommendations for improving preparedness and response to infectious disease outbreaks.

### Sunday, November 24, 2013 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guest: George Thompson, Producer of "The Perfect Human Diet".

Ms. Lawson discussed with Mr. Thompson his breakthrough film that unveils the science of the authentic human diet. The film goes on a global search to find the answer to the critical question of what foods humans require for optimal health. Mr. Thompson explained that the film explores the new hard science and the unexpected solution to the obesity epidemic and diet-related chronic diseases. In the film, Mr. Thompson explored excavations containing remains of Neanderthals and early modern humans in France and discovered breakthrough scientific facts that point to eating meat as the way to better health.

## **Public Safety**

### Sunday, October 13, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guests: Steven Donaldson and Stephanie Kruger, the Hillsborough County Sheriff's Office; and Corporal David McDonald, the Tampa Police Department.

Mr. Green discussed with Mr. Donaldson, Ms. Kruger, and Corporal McDonald an ambitious, yet successful, project to locate and renovate abandoned houses for homeless military veterans - many of whom have committed crimes to survive.

Sunday, November 3, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Robert Blount, Abe Brown Ministries, Tampa.

Mr. Greene discussed with Mr. Blount a new program that has allocated funds to help those who have completed prison terms to help them become self-sufficient and to live a crime-free lifestyle.

Sunday, December 8, 2013 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guests: Mike Gelado and Patti Razor, the Pinellas Ex-Offender Coalition.

Ms. Lawson discussed with Mr. Gelado and Ms. Razor how Pinellas County has started a new program that helps cut down on the chance of criminals committing future crimes. Mr. Gelado and Ms. Razor explained that the program has cut down the re-offending rate by 40%! This program offers a plan to get offenders leaving jail help with getting a driver's license, a job or job training, and a place to live. The program coordinates all the agencies together in one place to help offenders have the best chance possible to reintegrate into the community.